

Northern Macomb County Citizen Opinion Survey

City of Richmond 2002

Terry L. Gibb
Natural Resources Program Director
Macomb County MSU Extension

Marilyn E. Rudzinski
Executive Director
Macomb County MSU Extension



Acknowledgements

It is with grateful appreciation that the following individuals and units of government are recognized for their role in the successful completion of the *Northern Macomb County Citizen Opinion Survey*.

Without their contribution, whether it be time, financial support or technical expertise, this project would not have become a reality. Macomb MSU Extension hopes this project will provide a positive learning experience as well as provide valuable information in future growth and development activities. The benefits afforded to the communities as a result of this survey document are shared with the following:

Community Partners and Steering Committee Members

Armada Township	Gail Hicks
Village of Armada	Nancy Parmenter
Bruce Township	Mark Falker
Lenox Township	Heidi Hannan
Ray Township	Charlie Bohm
City of Richmond	Neil Roberts
Richmond Township	Vern Kulman
Washington Township	Dana Berschenback

Michigan State University Extension Community Development Area of Expertise Team

MSU Extension Consultants

Dr. Bruce Haas, Extension Evaluation Specialist
Dr. Patricia Norris, Extension Land Use Specialist
Dr. Murari Suvedi, Extension Evaluation Specialist
Gary Taylor, JD., Extension State & Local Government Specialist

Macomb County MSU Extension Clerical and Program Staff

Special recognition is given to Angela Stempnik for her computer assistance and perseverance.

2,261 Residents who completed the survey

Michigan State University Extension Programs and materials are open to all without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital status, or family status. Michigan State University, U.S. Department of Agriculture, and Macomb County Board of Commissioners cooperating. MSU is an affirmative action equal opportunity institution.

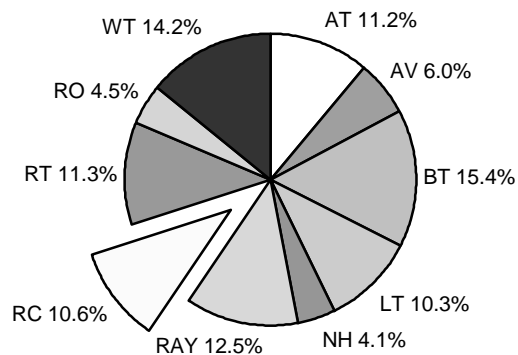
Community Profile

Of 675 surveys randomly distributed to City of Richmond residents, 235 were returned usable. That was a response rate of nearly 35%. See Table 1. Figure 1 illustrates the City of Richmond percentage of respondents compared to the Total Report response.

Respondent Demographics:

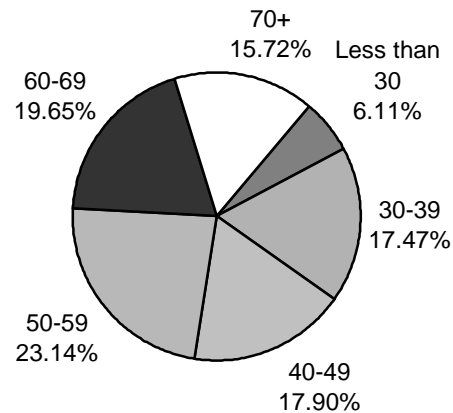
- 45.8% were male, 54.2% were female
- 30.7% had a high school education; 39.1% had some college through an Associate's Degree; 30.2% had a Bachelor's or post bachelor's degree
- Over 67% lived in 2-adult households with 22% in 1-adult settings. Most respondents did not indicate the number of children in the household.
- Nearly 60% had household incomes over \$50,000
- Age range was fairly equally divided among the decades with the exception being the under 30 group. See Figure 2.

RC Figure 1: % of Community Response of the Total



- Of those that responded, 58.4% lived in single family homes and 25.2% lived in condos or townhouses. 9.7% lived in subdivisions with lots 5 acres or less.
- Survey participants indicated that 48% had lived in the City of Richmond 10 years or less. Over 25% had been residents 11-30 years. 10.5% were residents over 50 years. See Figure 3.

RC Figure 2: Age of Survey Respondents

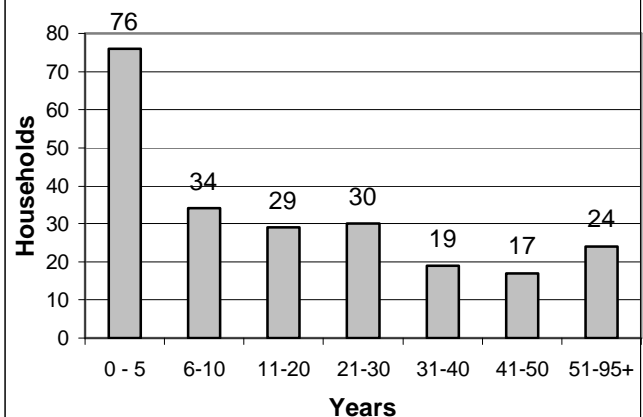


Community Demographics:

- Population (1990) - 4,141
- Population (2000) - 4,897
- Total Land - 2.89 sq. miles (1849.6 acres)
- Total Water - 0.06 sq. miles (38.4 acres)
- Residential Acres* - 399
- Commercial Acres* - 33
- Agriculture Acres* - 168
- Vacant Acres* - 277
- Housing Units—2062
- Density/sq. mile:
Population—1691.6
Housing—712.3

*1990 Census figures

RC Figure 3: Length of Citizen Residency



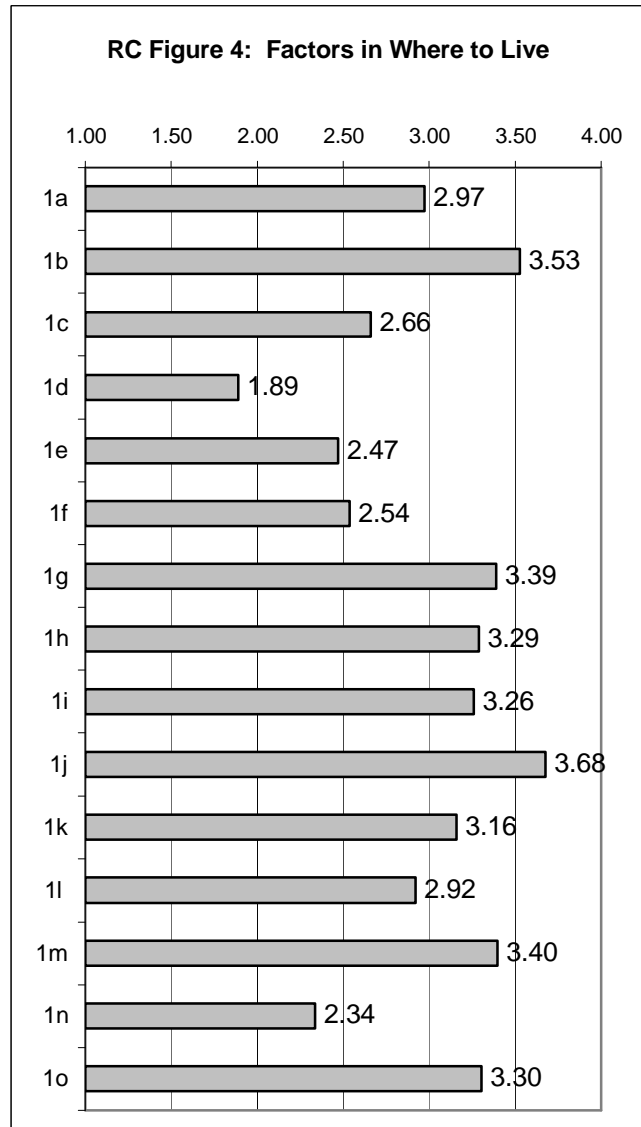
RC Table 1: Survey Response Rate	Amount Originally Mailed	Total Responses	Returned defective	Valid Usable Survey	% of Total Usable Responses
City of Richmond	675	242	7	235	34.8%
Total Responses	5420	2261	48	2213	40.8%

Section 1: Preferences and Concerns

Participants were asked to identify what factors were important in deciding where to live. Using a 1 to 4 scale with 1 being very unimportant and 4 being very important, city respondents were similar when compared to the Total Report responses (provided in parenthesis). City of Richmond responses were unique when compared to the other communities, however.

Public safety/crime ranked #1 both in mean score and percentage with 96.1% important and very important responses. While *Affordable home price* ranked 2nd with 93.1%, it only ranked 5th in the Total Report data.

Sewage/water treatment ranked 3rd with 89.5% important and very important responses. This trend was similar in the other villages in the survey, but only in only one of the townships. In the Total Report ranking, *Sewage/water treatment* was ranked 10th. Ranked 9th was a *Quiet place in the country* by city respondents while it ranked 2nd by Total Report respondents. See Table 2, Figure 4.

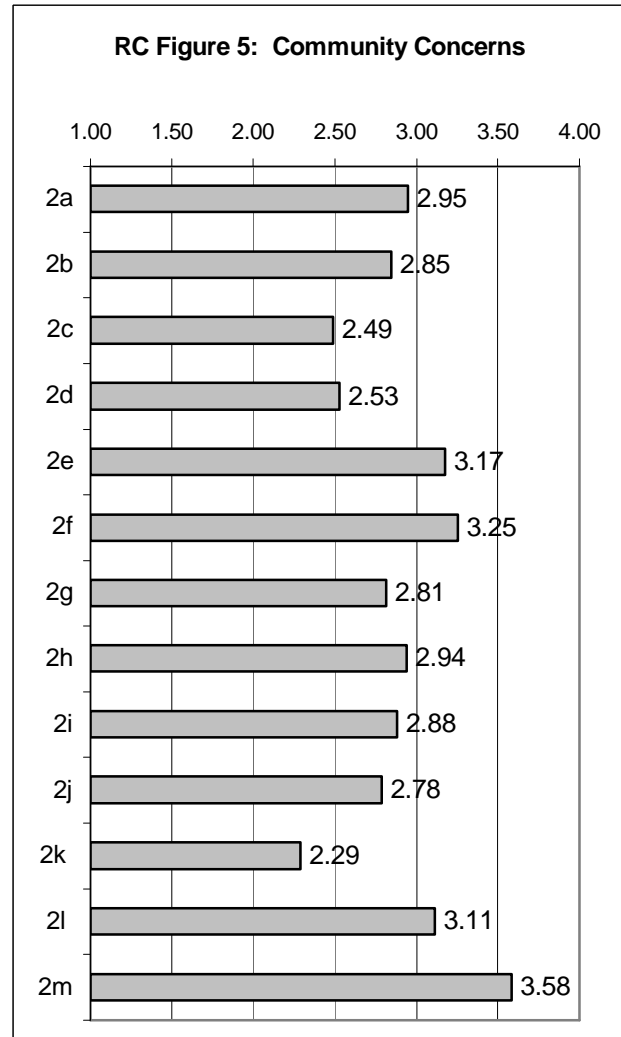


RC Table 2: Factors in Where to Live		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
1a	Access to Shopping	231	6	2.6%	47	20.3%	125	54.1%	53	22.9%	2.97	9
1b	Affordable home price	232	7	3.0%	9	3.9%	71	30.6%	145	62.5%	3.53	2
1c	Close to Work	208	15	7.2%	66	31.7%	102	49.0%	25	12.0%	2.66	11
1d	Commercial Airport Access	211	80	37.9%	87	41.2%	31	14.7%	13	6.2%	1.89	15
1e	Cultural Opportunities	219	28	12.8%	88	40.2%	75	34.2%	28	12.8%	2.47	13
1f	Family in Area/Grew Up Here	211	41	19.4%	64	30.3%	58	27.5%	48	22.7%	2.54	12
1g	Good Schools	228	13	5.7%	20	8.8%	60	26.3%	135	59.2%	3.39	4
1h	Health Care	231	4	1.7%	24	10.4%	104	45.0%	99	42.9%	3.29	6
1i	Improved Roads	230	1	0.4%	32	13.9%	103	44.8%	94	40.9%	3.26	7
1j	Public Safety/Crime	232	5	2.2%	4	1.7%	52	22.4%	171	73.7%	3.68	1
1k	Quiet Place in the Country	225	8	3.6%	32	14.2%	101	44.9%	84	37.3%	3.16	8
1l	Recreational Opportunities	226	9	4.0%	49	21.7%	119	52.7%	49	21.7%	2.92	10
1m	Sewage/Water Treatment	229	6	2.6%	18	7.9%	84	36.7%	121	52.8%	3.40	3
1n	Site Near or With Water Access	217	33	15.2%	106	48.8%	50	23.0%	28	12.9%	2.34	14
1o	Small Town Atmosphere	230	5	2.2%	27	11.7%	91	39.6%	107	46.5%	3.30	5

Survey participants were asked to identify community concerns in the city. They identified the same 4 concerns as the Total Report data. However, they ranked them in a different order both in mean score and by percentage of very unimportant to very important.

Richmond City respondents ranked *Traffic congestion* #1 with a combined 91% of important and very important responses. *Loss of open space* was 2nd with 80.6%. These rankings were reversed in the Total Report responses.

Loss of family farms and *Rapid residential growth* were 3rd and 4th with 78.7% and 77.2%, respectively. It was interesting that these 2 were interrelated since the increase of residential growth frequently results in the decline of family farms. See Table 3, Figure 5.

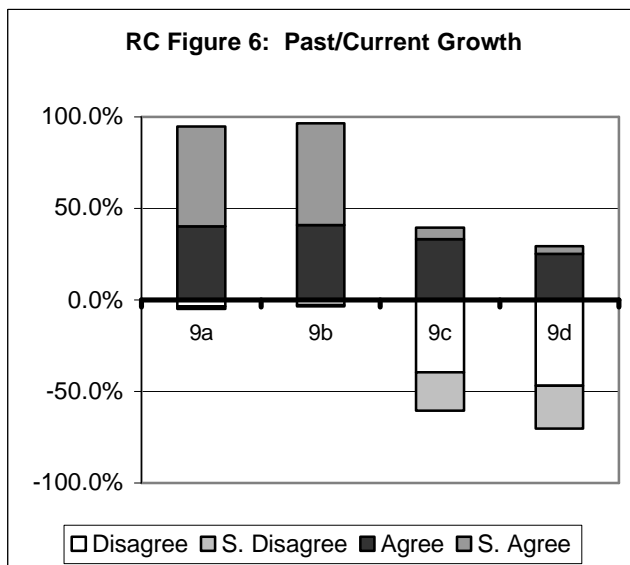


RC Table 3: Community Concerns		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
2a	Deterioration of downtown areas	230	16	7.0%	47	20.4%	100	43.5%	67	29.1%	2.95	5
2b	Fragmentation of land by low density development	202	16	7.9%	53	26.2%	79	39.1%	54	26.7%	2.85	8
2c	Lack of affordable housing	223	34	15.2%	77	34.5%	81	36.3%	31	13.9%	2.49	12
2d	Lack of park and recreational facilities	227	28	12.3%	80	35.2%	90	39.6%	29	12.8%	2.53	11
2e	Loss of family farms	225	11	4.9%	37	16.4%	79	35.1%	98	43.6%	3.17	3
2f	Loss of open space	227	7	3.1%	37	16.3%	75	33.0%	108	47.6%	3.25	2
2g	Loss of outdoor recreation areas	225	17	7.6%	69	30.7%	78	34.7%	61	27.1%	2.81	9
2h	Loss of sense of community	223	15	6.7%	56	25.1%	80	35.9%	72	32.3%	2.94	6
2i	Loss of wetlands	216	27	12.5%	51	23.6%	59	27.3%	79	36.6%	2.88	7
2j	Rapid business and/or commercial growth	227	19	8.4%	70	30.8%	79	34.8%	59	26.0%	2.78	10
2k	Time spent commuting to work	205	42	20.5%	80	39.0%	65	31.7%	18	8.8%	2.29	13
2l	Rapid residential growth	228	14	6.1%	38	16.7%	85	37.3%	91	39.9%	3.11	4
2m	Traffic congestion	233	8	3.4%	13	5.6%	47	20.2%	165	70.8%	3.58	1

Section 2: Perceptions Regarding Community Growth

This section asked survey respondent's views on past and current growth. Using a 1 (strongly disagree) to 4 (strongly agree) scale, 40.3% agreed and 54.5% strongly agreed that *There had been significant growth pressure during the past 5 years*. 41.2% agreed and another 55.3% strongly agreed that *Growth pressures in the community would increase significantly in the next 5 years*.

Participants' views on whether *There had been adequate restrictions on development in the community during the last 5 years* were similar. Agree responses were 33.3% and disagree responses were 39.4%. Where significant differences appeared was in comparing the strongly agree and strongly disagree percentages. Only 6.1% strongly agreed that *There had been adequate restrictions on development in the community during the last 5 years*.



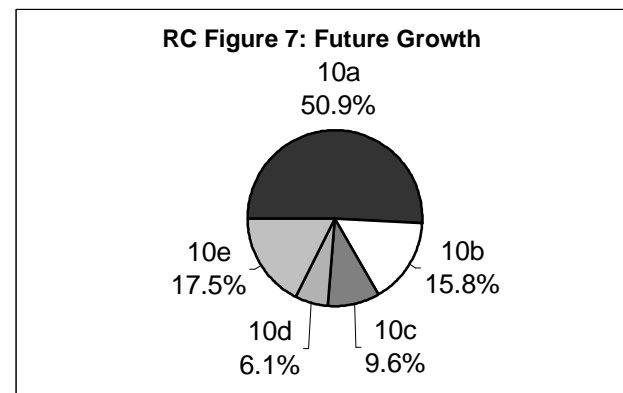
RC Table 4: Past/Current Growth		Disagree		Agree	
		-1	-2	+3	+4
9a	There has been significant growth pressure in my community during the past five years	3 1.4%	8 3.8%	85 40.3%	115 54.5%
9b	Growth pressure in my community will increase significantly in the next five years	1 0.4%	7 3.1%	93 41.2%	125 55.3%
9c	There have been adequate restrictions on development in my community during the last 5 years.	38 21.1%	71 39.4%	60 33.3%	11 6.1%
9d	For the past five years development in the community has been well planned	43 23.5%	86 47.0%	46 25.1%	8 4.4%

21.1% strongly disagreed with the statement. See Table 4, Figure 6.

When asked if *For the past 5 years development had been well planned*, only 29.5% agreed and strongly agreed that it had been well planned. 70.5% disagreed/strongly disagreed with the statement.

Participants were asked to choose 1 answer to describe their view on future growth in the community. Of 228 responses, 116, or nearly 51%, indicated they would *Encourage development provided that adequate utilities, roads, schools, fire and police services, etc. were existing or available*. This response was chosen more than the remaining 4 choices combined. The 2nd choice, *The community should attempt to stop all new development*, was 17.5%. While 15.8% were *Satisfied with the current rate of growth*. See Table 5, Figure 7.

These results may indicate that residents would support growth provided it was planned and infrastructure was in place to support new growth prior to its development.



RC Table 5: Future Growth		No	% of 228	Rank
10a	I encourage development provided that adequate utilities, roads, schools, fire and police services, etc. are existing or available.	116	50.9%	1
10b	I am satisfied with the current rate of growth of our community.	36	15.8%	3
10c	I believe that growth should take its own course with as little government interference as possible.	22	9.6%	4
10d	I would like to see the community actively encourage growth.	14	6.1%	5
10e	The community should attempt to stop all new development.	40	17.5%	2

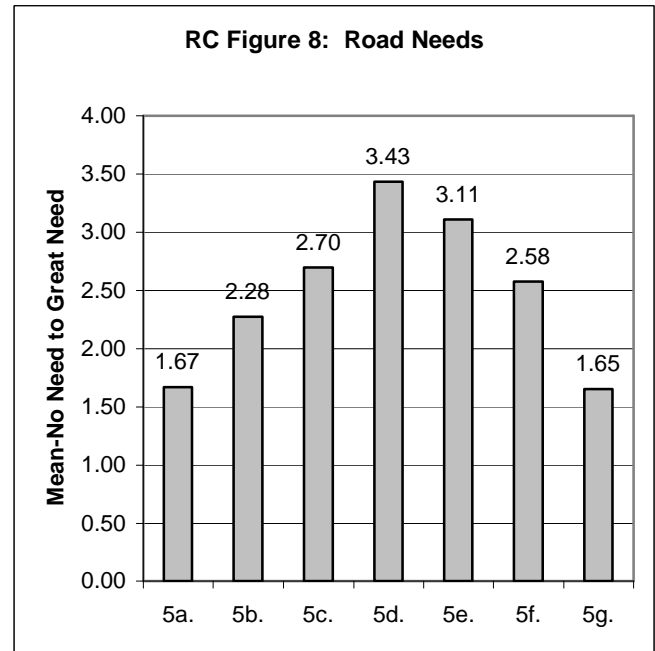
Richmond City participant responses clearly identified 2 items on the issue of roads and road system needs. A ranking scale of 1 (no need) to 4 (great need) was used. Residents agreed with the other 9 communities in identifying *Improve existing roads* and *Widen existing roads* as their 1st and 2nd choices, respectively.

Over 56% identified *Improve existing roads* as a great need compared to 43% for *Widen existing roads*. See Table 6, Figure 8.

This correlated with *Section 1* where *Improve roads* ranked in the middle of choosing where to live but *Traffic congestion* was ranked near the top in community concerns. While *Expand public bus or transit system* ranked 4th, it still had over 56% of respondents who said it was a need or great need in the community. *Expand public bus or transit system* was identified in 3 other communities as a need by over 50% of their respondents.

This issue generated the most written comments of any question on the survey. Resident comments focused on these themes:

- Additional traffic lights needed
- Richmond by-pass
- Reroute some roads (could relate to above)
- Maintain/pave roads



See Richmond City comments in the appendix for a complete listing.

RC Table 6: Road Needs		Total	No Need		Low Need		Need		Great Need		Mean	Rank
			1	%	2	%	3	%	4	%		
5a	Build freeways	213	116	54.5%	60	28.2%	29	13.6%	8	3.8%	1.67	6
5b	Build new roads	213	68	31.9%	49	23.0%	65	30.5%	31	14.6%	2.28	5
5c	Encourage the expansion of some roads to highways (such as M-59)	218	40	18.3%	35	16.1%	94	43.1%	49	22.5%	2.70	3
5d	Improve existing roads	230	7	3.0%	16	7.0%	77	33.5%	130	56.5%	3.43	1
5e	Widen existing roads	221	22	10.0%	27	12.2%	77	34.8%	95	43.0%	3.11	2
5f	Expand public bus or transit system	216	42	19.4%	52	24.1%	77	35.6%	45	20.8%	2.58	4
5g	Airport expansion	193	98	50.8%	69	35.8%	21	10.9%	5	2.6%	1.65	7

Section 3: Environment and Natural Resources Protection

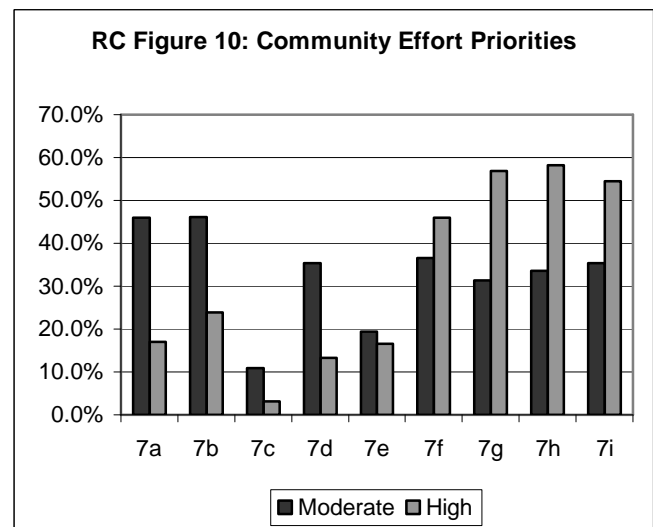
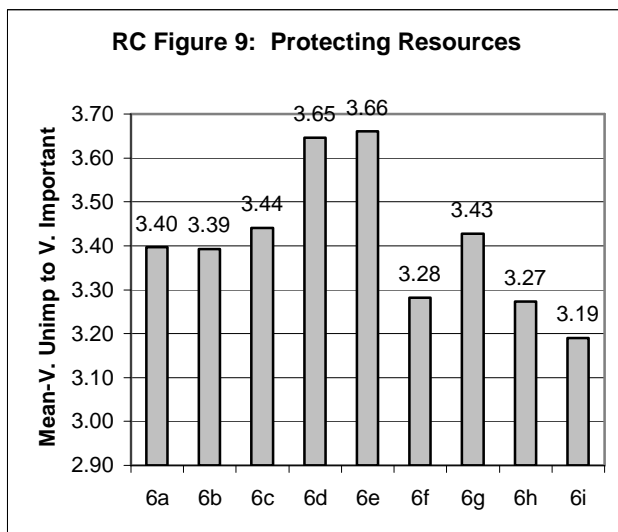
Richmond City residents were definite about the importance of protecting the 9 identified resources from fragmentation and development. As in the Total Report results, each item was ranked as important or very important to protect by significant percentages. The city's rank order of items was identical to the Total Report responses with 1 exception. City residents ranked *Wildlife and wetland habitat* 3rd and *Rural character* 4th. These were reversed in the Total Report. City survey respondents had 1 of the highest mean score rankings of the 10 communities. The lowest mean score of the 9 choices was 3.19 on a 4.0 scale (1 being very unimportant and 4 being very important). See Table 7, Figure 9.

Respondents chose protection and preservation of natural areas over building new or expanding areas, even if it was for public use. The top combined moderate/high priorities were:

- Protecting woodlands—91.9%
- Protecting land along river ways-90%
- Protecting farmland from development-88.3%
- Preserving wetlands & marshes-82.6%

Only 14% moderate or high effort responses favored building additional public golf courses. See Table 8, Figure 10.

These responses were identical in the Total Report.



RC Table 7: Protecting Resources		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	% 1	2	% 2	3	% 3	4	% 4		
6a	Rural character	217	10	4.6	15	6.9	71	32.7	121	55.8	3.40	5
6b	Farmland	224	10	4.5	16	7.1	74	33.0	124	55.4	3.39	6
6c	Woodlots	220	7	3.2	18	8.2	66	30.0	129	58.6	3.44	3
6d	Ground water resources	223	6	2.7	4	1.8	53	23.8	160	71.7	3.65	2
6e	Lake/stream water quality	221	7	3.2	5	2.3	44	19.9	165	74.7	3.66	1
6f	Scenic views	217	9	4.1	23	10.6	83	38.2	102	47.0	3.28	7
6g	Wildlife and wetland habitat	220	7	3.2	20	9.1	65	29.5	128	58.2	3.43	4
6h	Existing downtown area	224	8	3.6	20	8.9	99	44.2	97	43.3	3.27	8
6i	Rec. sites/area	216	8	3.7	23	10.6	105	48.6	80	37.0	3.19	9

RC Table 8: Priority Efforts		Total	No		Low		Moderate		High		Mean	Rank
			1	%	2	%	3	%	4	%		
7a	Building more parks for sporting activities and family outings	224	17	7.6%	66	29.5%	103	46.0%	38	17.0%	2.72	6
7b	Building more hiking and biking trails	223	18	8.1%	49	22.0%	103	46.2%	53	23.8%	2.86	5
7c	Building public golf courses	222	106	47.7%	85	38.3%	24	10.8%	7	3.2%	1.69	9
7d	Expanding existing state parks	212	38	17.9%	71	33.5%	75	35.4%	28	13.2%	2.44	7
7e	Expanding public hunting and fishing opportunities	217	59	27.2%	80	36.9%	42	19.4%	36	16.6%	2.25	8
7f	Preserving wetlands and marshes	224	15	6.7%	24	10.7%	82	36.6%	103	46.0%	3.22	4
7g	Protecting farmland from development	230	9	3.9%	18	7.8%	72	31.3%	131	57.0%	3.41	3
7h	Protecting wood lands	223	5	2.2%	13	5.8%	75	33.6%	130	58.3%	3.48	1
7i	Protecting land along river ways	220	5	2.3%	17	7.7%	78	35.5%	120	54.5%	3.42	2

Respondents were asked to identify barriers to meet land use challenges. They were asked to check all items that applied out of 8 choices. Respondents checked an average of 3.4 items on the list. See Table 9, Figure 11.

They clearly perceived *Pressure from developers* as the #1 barrier. Of the 235 respondents, 61.3% (144/235) checked this barrier.

The 2nd through 4th barriers were all closely ranked:

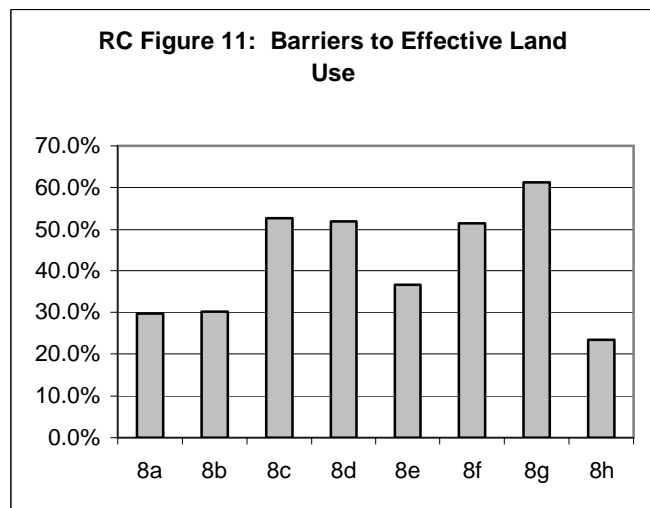
- Lack of adequate planning—52.8%
- Lack of planning and zoning coordination with adjoining communities—51.9%
- Poor public understanding of land use issues—51.5%

Only 30.2% felt that a *Lack of adequate land use regulations* was a barrier. This differed from *Section 2* where only 39% of respondents felt there had been adequate restrictions on development in the past.

Written comments from residents on this question were very diverse. Items include:

- Inadequate funding of protective measures
- Work with and for others
- Need light industry for tax relief
- Too much development and strip malls

See Richmond City comments in the appendix for the complete list.



RC Table 9: Barriers to Effective Land Use		No.	% of 235	Rank
8a	Lack of adequate enforcement of regulations	70	29.8%	7
8b	Lack of adequate land use regulations	71	30.2%	6
8c	Lack of adequate planning	124	52.8%	2
8d	Lack of planning and zoning coordination with adjoining communities	122	51.9%	3
8e	Poor public support for difficult land use decisions	86	36.6%	5
8f	Poor public understanding of land use issues	121	51.5%	4
8g	Pressure from developers	144	61.3%	1
8h	Too much state and federal regulation	55	23.4%	8

Section 4: Open Space, Natural Areas and Farmland Preservation

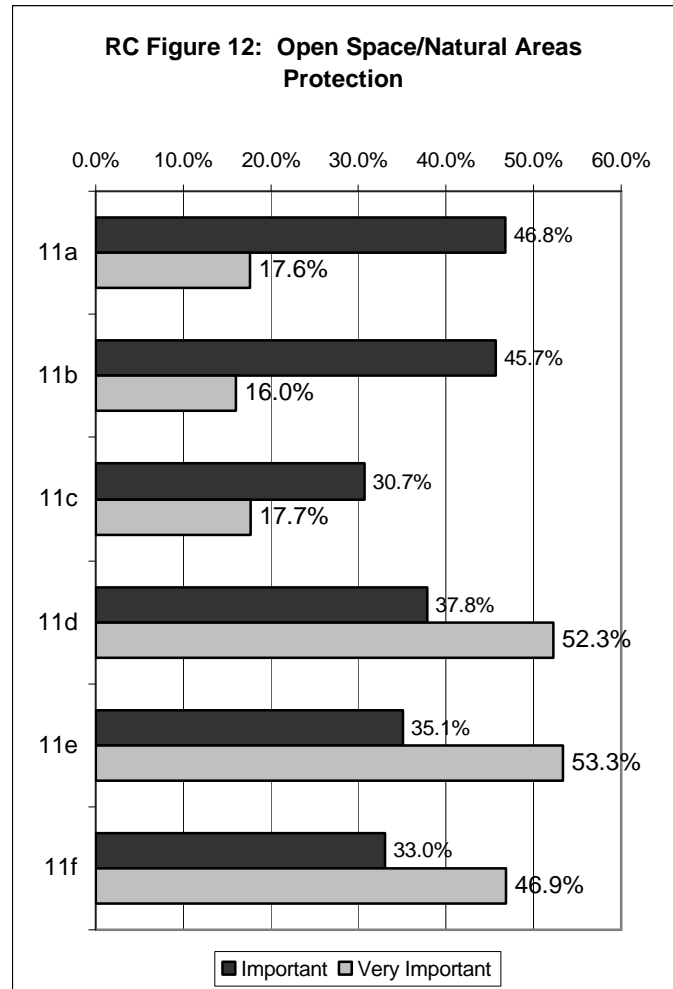
Residents were asked to rank the reasons to protect open space and natural areas using a 1 (very unimportant) to 4 (very important) scale.

The #1 reason identified in the survey for protecting open space and natural areas was *To maintain the environmental benefits of open space, such as watershed protection and wildlife habitat*. *To preserve rural character of the community* and *To slow down and control development* were the 2nd and 3rd reasons, respectively, to protect these areas. The 1st and 2nd choices were closely ranked by participants. *To Maintain environmental benefits* had 90.1% important/very important responses while *To preserve rural character of the community* had 88.4% important/very important response.

These results varied slightly from other community's results. Most of them identified *To preserve the rural character of the community* as the #1 reason to protect open space and natural areas when comparing mean score. Looking at combined percentages, the communities were equally divided between the two.

In looking only at the very important response percentage, Richmond City residents also said *To preserve rural character of the community* was the #1 reason. See Table 10, Figure 12.

This correlated with *Section 3* where resident favored protecting all community resources, such as *Lake and*



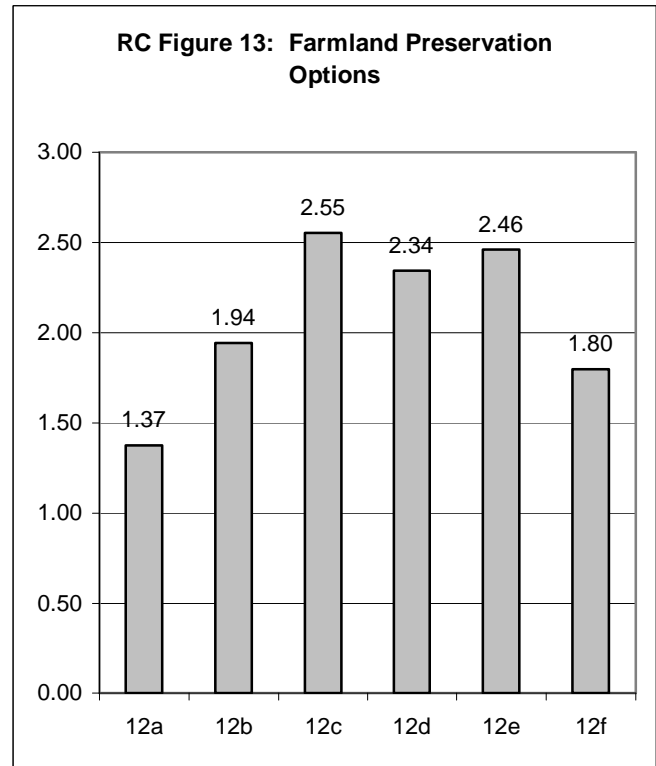
RC Table 10: Open Space/Natural Areas Protection		Total	Very Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
11a	To provide more park space for family outings and sporting activities	216	10	4.6%	67	31.0%	101	46.8%	38	17.6%	2.77	4
11b	To expand public access for recreational opportunities	219	12	5.5%	72	32.9%	100	45.7%	35	16.0%	2.72	5
11c	To maintain hunting and fishing opportunities	215	29	13.5%	82	38.1%	66	30.7%	38	17.7%	2.53	6
11d	To maintain environmental benefits of open space (watershed protection, natural areas, wildlife habitat)	222	4	1.8%	18	8.1%	84	37.8%	116	52.3%	3.41	1
11e	To preserve the rural character of the community	225	4	1.8%	22	9.8%	79	35.1%	120	53.3%	3.40	2
11f	To slow down and control development	224	15	6.7%	30	13.4%	74	33.0%	105	46.9%	3.20	3

In looking at possible options to protect farmland, residents clearly identified those choices they would support. Residents ranked possible options using a 1 (no support) to 3 (support) scale. There were 3 of 6 options that ranked above 2 denoting some support or support.

The City of Richmond was 1 of 5 communities that ranked *Limit the number of new homes in rural areas through stricter land use and zoning regulations* as their 1st choice. This option was supported by nearly 66% of respondents with another 23.6% indicating some support.

Provide reduced property taxes to farmers who voluntarily agree to not develop their land and *Pay farmers who voluntarily agree to permanently protect farmland from future development through conservation easements* (PDR) were 2nd and 3rd with 85.9% and 80.9%, support/some support responses, respectively.

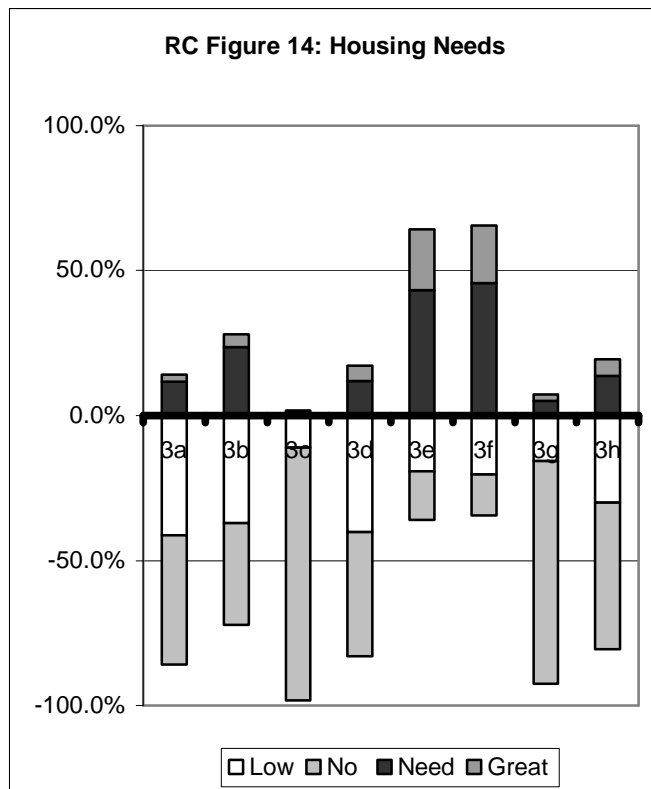
Conversely, 72.5% indicated no support to *Allow developers to build more homes than zoning currently allowed in exchange for financially supporting farmland preservation programs*, also known as density bonus. Some possible conclusions for this high negative response were participants did not want increased density, even in exchange for preserving farmland. Or they didn't support zoning variances even to protect farmland. See Table 11, Figure 13.



RC Table 11: Farmland Preservation Options		Total	No Support		Some Support		Support		Mean	Rank
			1	%	2	%	3	%		
12a	Allow developers to build more homes than zoning currently allows in exchange for financially supporting farmland preservation programs	193	140	72.5%	34	17.6%	19	9.8%	1.37	6
12b	Direct or encourage more development in and around existing cities and/or villages	197	71	36.0%	66	33.5%	60	30.5%	1.94	4
12c	Limit the number of new homes in rural areas through stricter land use and zoning regulations	208	22	10.6%	49	23.6%	137	65.9%	2.55	1
12d	Pay farmers who voluntarily agree to permanently protect farmland from future development through a conservation easement	183	35	19.1%	50	27.3%	98	53.6%	2.34	3
12e	Provide reduced property taxes to farmers who voluntarily agree to not develop their land	199	28	14.1%	51	25.6%	120	60.3%	2.46	2
12f	I would support a modest fee or tax if it could really help preserve farmland	196	88	44.9%	59	30.1%	49	25.0%	1.80	5

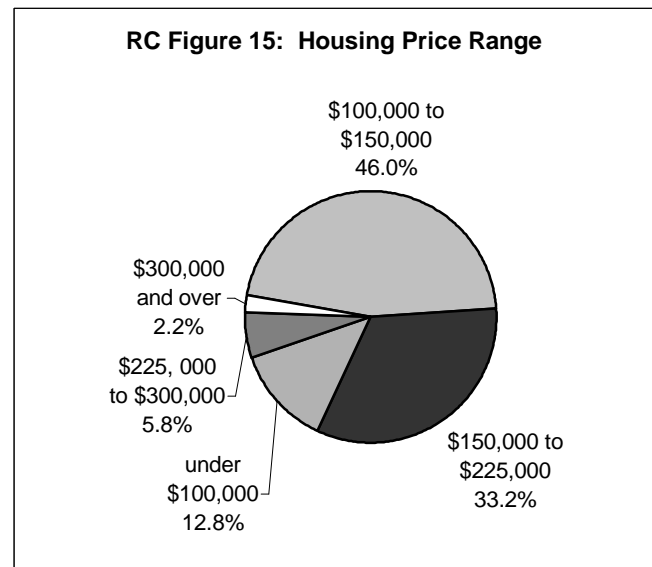
Section 5: Housing

When asked about the types of housing needed in the community, the trend was that only specific types of housing were needed. No/low need responses ranged from a high of 98.2% for *Mobile home parks* to 34.5% for *Single family homes*. Only 2 of the 8 options had more than 50% of the responses indicating need or great need: *Single family homes* with 65.6% and *Retirement housing* at 64%. As with the Total Report data, it appeared that any type of housing meant more development. Two possible conclusions can be made from these overwhelming results: 1) participants saw a need for only some types of housing or 2) if new housing occurs, they wanted permanent housing such as, single family or retirement homes, not apartments or mobile homes even on private land. See Table 12, Figure 14.



Respondents were asked to select 1 option out of 5 to indicate the cost range of housing they felt was needed in their community. Cost of housing stock preferences varied slightly from the Total Report in that a higher percentage chose the *\$100,000 to \$150,000* range and a smaller percentage preferred the highest cost, *over \$300,000*. 46% felt that housing in the *\$100,000 to \$150,000* range was needed. 33.2% identified the *\$150,000 to \$225,000* range as a need in the community. See Table 13, Figure 15.

City respondents indicated awareness of a need for lower cost housing and less need of the higher priced housing. It also correlated to the type of housing needed.



RC Table 13: Housing Price Range		N	% of 226	Rank
4a	under \$100,000	29	12.8%	3
4b	\$100,000 to \$150,000	104	46.0%	1
4c	\$150,000 to \$225,000	75	33.2%	2
4d	\$225,000 to \$300,000	13	5.8%	4
4e	\$300,000 and over	5	2.2%	5
Total		226	100.0%	

RC Table 12: Housing Needs			No		Low		Need		Great		Mean	Rank
	Total		(-)1	% of 1	(-)2	% of 2	3	% of 3	4	% of 4		
3a	211	Apartment	94	44.5%	87	41.2%	25	11.8%	5	2.4%	1.72	6
3b	211	Condominiums	74	35.1%	78	37.0%	50	23.7%	9	4.3%	1.97	3
3c	215	Mobile Home Parks	187	87.0%	24	11.2%	2	0.9%	2	0.9%	1.16	8
3d	209	Rental Homes	89	42.6%	84	40.2%	25	12.0%	11	5.3%	1.80	4
3e	217	Retirement Housing	36	16.6%	42	19.4%	94	43.3%	45	20.7%	2.68	2
3f	212	Single Family	30	14.2%	43	20.3%	97	45.8%	42	19.8%	2.71	1
3g	215	Single/Double wide mobile homes on private lots	165	76.7%	34	15.8%	11	5.1%	5	2.3%	1.33	7
3h	210	Manufactured Homes	106	50.5%	63	30.0%	29	13.8%	12	5.7%	1.75	5

Section 6: Efforts for Economic Development

Residents were asked to prioritize the level of time and money that should be directed toward attracting 7 economic activities. On a scale of 1 (no effort) to 4 (high effort), only 1 activity ranked as a moderate or high need. See Table 14, Figure 16.

Farming was the #1 activity with a mean score of 3.01. The combined moderate/high responses were nearly 74%. Almost 3 to 1 favored time and money being directed toward increased farming activity.

Commercial/retail business and *Light manufacturing* at 2nd and 3rd, were unique to the city. 2 to 1 favored efforts to attract more *Commercial/retail business* over don't favor responses.

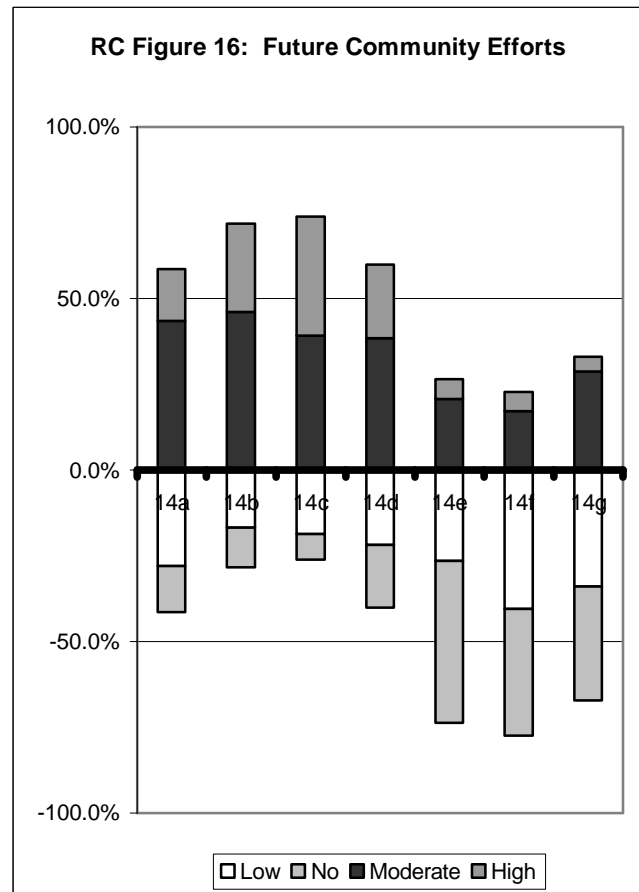
New housing development ranked last with over 47% indicating that no effort should be spent to attract additional housing to the community. This correlated with data in *Section 5* which said there was low or no need for any new housing.

Note: The data and percentages for the *New housing development* may be lower than normal due to a printing error on the survey. It may have confused some respondents and they simply did not answer that item on the survey.

Written comments focused on:

- Tax issues
- Over-development

See Richmond City comment in the appendix for the entire list.



RC Table 14: Future Community Efforts		Total	No		Low		Moderate		High		Mean	Rank
			-1	%1	-2	%2	+3	%3	+4	%4		
14a	Agriculture product processing	193	26	13.5%	54	28.0%	84	43.5%	29	15.0%	2.60	4
14b	Commercial/retail business	219	25	11.4%	37	16.9%	101	46.1%	56	25.6%	2.86	2
14c	Farming	214	16	7.5%	40	18.7%	84	39.3%	74	34.6%	3.01	1
14d	Light manufacturing	219	40	18.3%	48	21.9%	84	38.4%	47	21.5%	2.63	3
14e	New housing development (subdivision)	121	57	47.1%	32	26.4%	25	20.7%	7	5.8%	1.85	7
14f	Resort and related business	215	79	36.7%	87	40.5%	37	17.2%	12	5.6%	1.92	6
14g	Tourism	212	70	33.0%	72	34.0%	61	28.8%	9	4.2%	2.04	5

On a scale of 1 (don't support) to 3 (strongly support), residents identified *Emergency services, such as police and fire protection* and *Road repair and maintenance* as the top 2 items they would support public finances to address. See Table 15, Figure 17.

Over 61% strongly supported public financing for *Emergency services such as police and fire protection* and nearly 54% strongly supported future financing for *Road repair and maintenance*. This reinforces data in Section 2 which said 90% wanted to *Improve existing roads*.

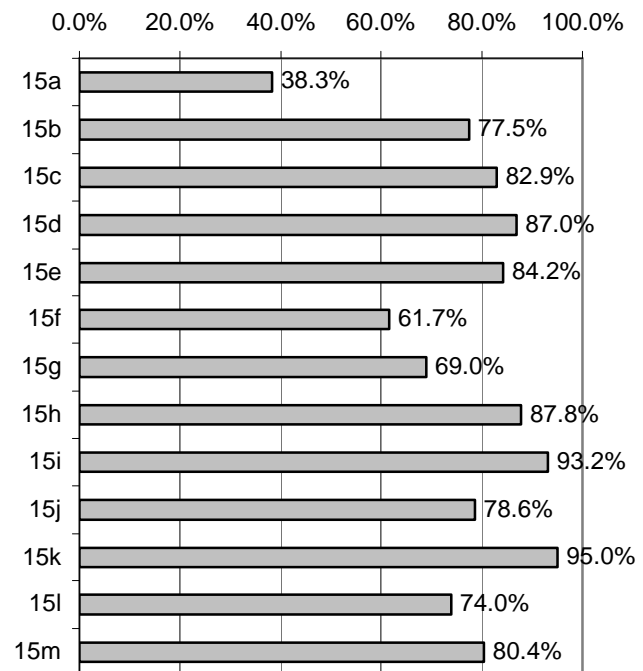
Interestingly, *Recycling* ranked 3rd in public finance with over 42% strong support. *Natural areas/open space preservation* was strongly supported by 38.2%. This correlated with Section 4 where *To maintain environmental benefits of open space* was ranked 1st as the reason to protect open space and natural areas.

While residents acknowledged the importance of farming to the community, as documented previously, public financing to support farmland preservation ranked 10th of 13 choices.

Written comments focused on tax and financing issues. See appendix for complete list of comments.

RC Figure 17: Future Funding Priorities

% of Responses Support & Strongly Support Combined



RC Table 15: Future Funding Priorities		Total	Don't		Support		S. Support		Mean	Rank	2&3 Total
			1	%	2	%	3	%			
15a	Business and land development services	201	124	61.7%	65	32.3%	12	6.0%	1.44	13	38.3%
15b	Farmland preservation program for the community	213	48	22.5%	101	47.4%	64	30.0%	2.08	10	77.5%
15c	Land use planning and zoning	211	36	17.1%	107	50.7%	68	32.2%	2.15	6	82.9%
15d	Natural areas/open space preservation program	207	27	13.0%	101	48.8%	79	38.2%	2.25	4	87.0%
15e	Public parks	209	33	15.8%	120	57.4%	56	26.8%	2.11	8	84.2%
15f	Public transportation with small buses	214	82	38.3%	97	45.3%	35	16.4%	1.78	12	61.7%
15g	Purchase of additional land as nature preserve(s)	210	65	31.0%	84	40.0%	61	29.0%	1.98	11	69.0%
15h	Recycling	221	27	12.2%	101	45.7%	93	42.1%	2.30	3	87.8%
15i	Road repair and maintenance	219	15	6.8%	86	39.3%	118	53.9%	2.47	2	93.2%
15j	Trails for hiking, biking	215	46	21.4%	101	47.0%	68	31.6%	2.10	9	78.6%
15k	Emergency services such as fire and police protection	222	11	5.0%	74	33.3%	137	61.7%	2.57	1	95.0%
15l	Expansion of sewer and water for future development	215	56	26.0%	72	33.5%	87	40.5%	2.14	7	74.0%
15m	Upgrading and expanding school facilities	214	42	19.6%	81	37.9%	91	42.5%	2.23	5	80.4%

Section 7: Coordinated Planning

The results of this survey, if it does nothing else, show that the participating communities had many more similarities than differences. It's almost as if each community was on the same development continuum with each at a different place on the continuum.

Richmond City residents recognized that many issues are multi-jurisdictional because they cross municipal borders, such as water resources, roads and development impacts. It would follow that as a multi-community unit they would have much more success in realizing their goals. It seems the residents in each community think so, too.

Having already initiated some coordinated planning efforts with the surrounding township, these survey results reaffirm these positive activities.

Using a 1 to 3 scale, 92.5% favored or strongly favored *Coordinated planning with adjacent communities*. Only 14 responses, 7.5%, indicated they did not favor *Coordinated planning*. Over 5 to 1 strongly favored *Coordinated Planning* compared to residents who didn't favor it. These results were consistent with the Total Report as well as 8 of the 9 other participating communities. See Figure 18.

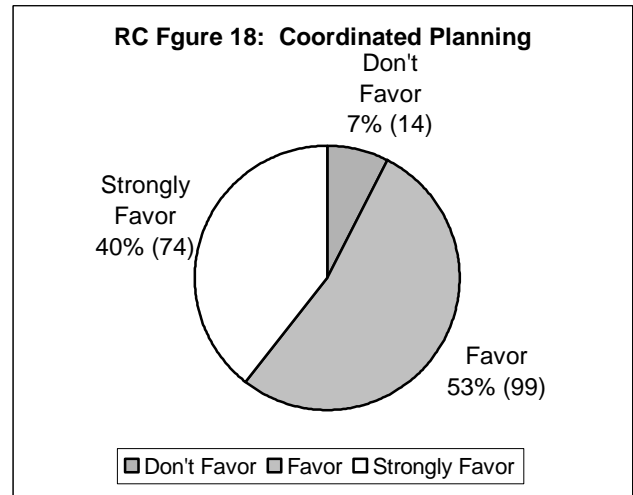
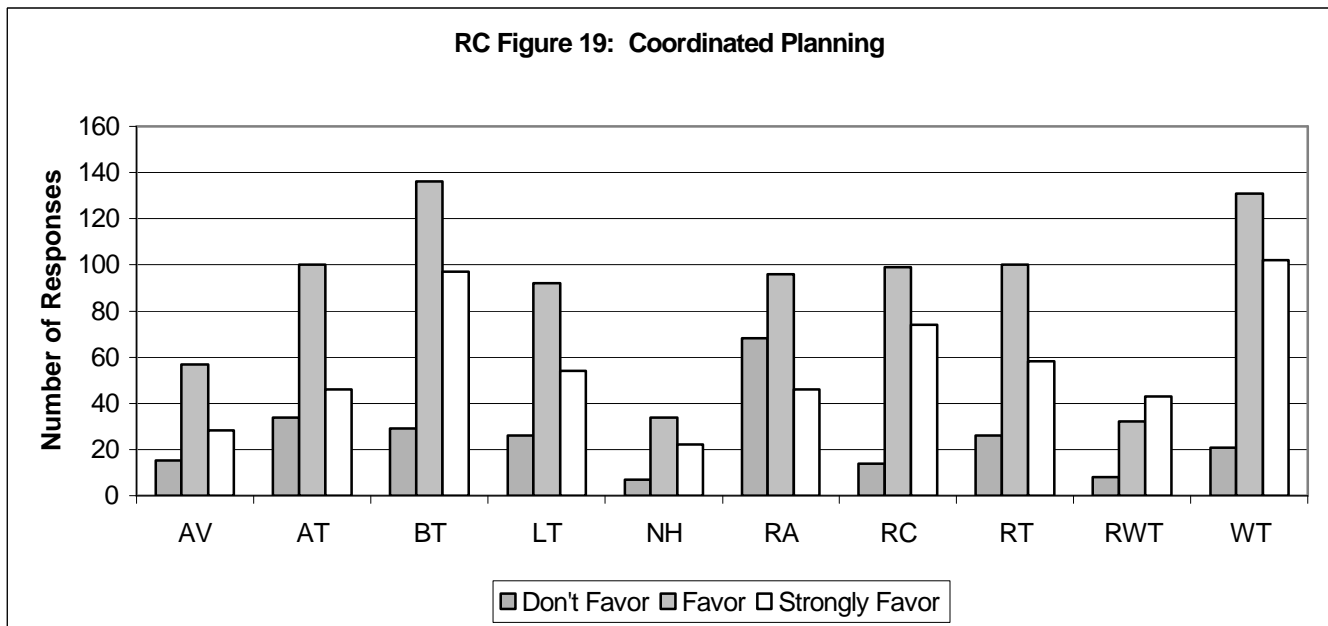


Figure 19 illustrates the City of Richmond participant responses on *Coordinated Planning* in relation to each community's survey responses.



Macomb County MSU Extension can be contacted at
21885 Dunham Road, Suite 12
Clinton Twp MI 48036
(586) 469-5180

If you have questions about this report please ask for
Marilyn Rudzinski, Director or Terry Gibb, Natural Resources Agent

Additional information from other municipalities can be
found at our website www.msue.msu.edu/macomb

The area has a variety of roads and road systems. In your opinion does the local, county, state and/or federal government need to:

Reroute M-59
Traffic lights
Programs to expand roads before building permits
Exit ramp off I-94 and County Line Road
Alt. routes through & around small towns re: Romeo
Comment on b=by pass M-19 thru town-use Lowe Plank to go around
Traffic lights
High speed light rail
More traffic lights on Main St. (M-19)
Do something about M19. Get the trucks to use alternate route
Pave dirt roads
Improve dirt roads
h) Pave all mile roads.
Stop lights
h) Bypass for Richmond.
Fix old roads and keep maintained
Use state and local tax money for Main Street and parking lots
h) Fix bridges.
H=More lights.
By-pass Richmond - too much traffic
Make Lowe Plank a By-Pass
Repairs to potholes
Fix the ones we have.
Different route to Gratiot other than M-19
Increase traffic signals (lights)
M-53
More Traffic lights in town
Pave dirt roads!!!!
Traffic control
Re-route some of traffic through town
Additional traffic lights

What do you believe are the barriers, if any, to meeting land use challenges in your community?

Work with and for others.
Government ineptitude
Inadequate funding for protective measures
i) To much development and strip malls.
Do not let Kroger come to Richmond and build a gas station when do not need or want one.
Adequate water
Trying to be in agreement with adjacent local governments.
Traffic in small towns
No opinion on the above
Lack of state support for traffic lights downtown area
Need light industries for tax relief
Taxes to high
Developers' power and GREED!

Public officials need to know your concerns about the economic future of your area. Indicate the level of effort (time and money) you feel should be directed towards attracting the following activities to your community.

Getting taxes lowered way too high

h) We have too much development in the City of Richmond and too much traffic.

Single home on one to four acres

Construct M-19 bypass instead of allowing traffic thru city.

Factories-to lower taxes, Edison, etc.

Infrastructure Improvements

Let them build as long as they pay their share of taxes.

Meijers, GOOD restaurants. Moved out of Shelby Twp. because of runaway development!!

As the community continues to grow and develop, additional public services will be required. Please indicate the extent to which you support public financing to pay for any of the following:

Builders should pay for expansion of sewer and water for future development

Current taxes already at unreasonable level!

No more public financing

Help the aging

We have no industrial property for additional industrial businesses to move to Richmond.

Tax council to understand how to lower them

Infrastructure Expansion